LEO BURNETT U.S.A.

August 11, 1992

Ms. Cynthia Wood
ELLE
625 N. Michigan Ave
14th Floor
Chicago, IL 60611

cc: Peter

Dear Cynthia:

This letter is to confirm the agreement between Elle and Philip Morris regarding the Elle/Virginia Slims Numerology Guide. According to our direction from Philip Morris and the attached letters dated August 6 and August 10, 1992 from Elle we agree to sponsor the Numerology Guide with these changes to the original proposal:

Elle will fulfill, at their own expense, all requests for the numerology guide by producing 25,000 inserts.

Elle will not state that the guide is sponsored by Virginia Slims.

Elle will promote the guide in the November issue on the events page and numerology page.

Rack cards, promotion party, and 2/3 page ad are no longer part of the agreement.

The total cost will be $198,000 Net ($232,941.18 Gross) - yes confirm with Jeff 8/11 left message

One-third of the gross amount ($77,647.06) will be contracted for and a check will be sent to Elle magazine during the week of August 16th, assuming Elle provides Leo Burnett with an invoice before August 14th, 1992. Please contact me regarding a materials closing date.

Please call with questions,

LEO BURNETT U.S.A.

SK

Scott Kluge
Media Buyer/Planner

cc: R. Schneider, P. Larusso, D. Cimine - PMCo.
N. Ryan, T. Schlax, I. Lambert, B. Harmon, M. DePauw, P. Kaminsky, D. Ryan - LBCo.

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